

# Montana WIC Program

## Retailer Newsletter

FALL 2012

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Please share this  
information with your  
staff.



## Infant Formula Transition

### Enfamil Prosobee

The Montana WIC Program will be entering into a new infant formula contract on October 1, 2012.

The Montana WIC Program will provide **Enfamil Prosobee** soy-based infant formula from Mead Johnson **instead of Similac Soy Isomil** from Abbott. The milk-based required WIC formulas will remain as Similac Advance and Similac Sensitive. Effective October 1, 2012 minimum Stocking Requirements will be as follows, with the understanding that retailers must have the following items in stock at all times in sufficient quantities to meet WIC participant demand.

Infant Formula	
Powdered format required in size specified	
Similac Advance – 12.4 oz.	6 cans of each variety
and	
Similac Sensitive – 12.6 oz.	
and	
Enfamil ProSobee – 12.9 oz.	

The enclosed notes from the conference calls detail the changes and the transition to the new formula.

If you have any questions regarding these changes, please call Retail Services at 1-800-433-4298 option 2.

Original Soy Product Name & Size	New Soy Product Name & Size
Similac Soy Isomil 12.4 oz powdered can	Enfamil Prosobee 12.9 oz can powdered upc - 300871214415
Similac Soy Isomil 13 oz concentrated can	Enfamil Prosobee 13 oz can concentrated upc - 300871195417
Similac Soy Isomil 32 oz ready-to-feed bottle	Enfamil Prosobee 32 oz can ready-to-feed upc - 300870309747



## Montana WIC Facts August 2012

- ⇒ WIC participants served – 20,364
- ⇒ Authorized retailers - 200
- ⇒ Benefits (checks) paid – 53,161
- ⇒ Benefits (checks) rejected - 574
- ⇒ Top rejection reasons:

- » Missing stamp - 302

- » Over Max Price - 87

- » Stale Dated – 72    A store has 30 days from the redemption date to deposit a benefit. If it is rejected by the bank, you have an additional 30 days to get the issue fixed and redeposit it. Call the State WIC office with questions **before** deposit.

- » Missing Signature – 11



## WIC cannot do it without our Retail Partners

Retailers play a critical role in the WIC Nutrition Program:

- There are around 200 authorized stores across the state.
- WIC food sales in Montana totaled over \$12 million in 2011.
- Studies show that WIC shoppers spend far more than that per year on other purchases at the grocery store.

The WIC Nutrition Program is grateful for the help and cooperation of our retail partners.

Local agencies and clinics provide health screening, nutrition and health education, breastfeeding promotion and support, benefits for nutritious foods, and help getting other services. Twenty-seven Local WIC Agencies provide these services at nearly 100 WIC clinic sites in communities across Montana.

## Retailer Reference Guides & Retailer Booklets

Included in this mailing you will find an updated copy of the Montana WIC Program Retailer Reference Guide and a fresh supply of Retailer Booklets. Please remove the old Retailer Reference Guide from your yellow WIC binder and replace it with the enclosed copy. There have been no changes to the Montana WIC food list, but some of your copies may be showing some wear! Both items provide information on the Montana WIC Program and benefit redemption procedures.

- The Food List pages of the program booklet are the best tool for resolving disputes about what WIC shoppers can buy. Refer to the enclosed Minimum Stocking Requirements sheet for the quantities that need to be available on store shelves at all times.
- Montana WIC provides Participant Booklets in English and Spanish. The Retailer Booklet and the Participant Booklet Food List pages are identical for quick and easy reference.
- All cashiers should be familiar with the booklet and how to determine if a food item is WIC approved.
- Keep a Retailer Booklet at each check stand.



## “16-14 oz whole grain choice”

## What can be purchased?

When a MT WIC benefits lists “16–14 oz whole grain choice”, a WIC participant may choose from any of the whole grain items listed in the light green box on the Whole Grain/Approved Juice page of the approved food list. Whole grain bread includes the four types of 16 oz loaves specifically listed, any of the white corn, yellow corn or whole wheat tortillas listed in a 16 oz package, or a bag or box of brown rice which can be long grain or instant.

Flour tortillas are not WIC approved (not whole grain) and white rice is not WIC approved (not whole grain). Refer to this section of the food list if there are questions. If it is not specifically listed, it may not be purchased with WIC. If it is listed, WIC participants must be allowed to purchase it. We have received reports of stores not allowing the white and yellow corn tortillas. If your store carries the approved item, it must be allowed for purchase.



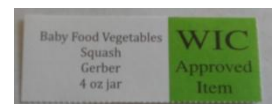
## Buy-One-Get-One Free & Store Loyalty Cards

There has been a change in policy regarding buy-one-get-one promotional items. If a WIC participant purchases a WIC approved food item with their benefits, they are now allowed to receive the free promotional item, even if it is not a WIC approved item. For example, if a store is running a promotion giving away a pound of bacon with the purchase of one dozen eggs, the WIC participant may receive the free bacon. If a store is giving away a free candy bar with the purchase of breakfast cereal and that cereal happens to be WIC approved, they may receive the free item.

Store loyalty cards are a great way to save grocery dollars and WIC participants are encouraged to use them. The money they save help provide food for additional families in need. However, WIC participants are not required to use them and stores may not require a participant to have one in order to redeem their benefits.

## Shelf Tags Updated with the new formula

Use of “WIC Food” shelf tags under WIC–approved foods makes finding the right foods easier for WIC shoppers! Proper placement of shelf tags also helps minimize disputes at the check stand. WIC would encourage each store to designate someone to go through your store (Retailer Booklet in hand), once a month, and make sure the tags are correctly placed under all WIC–approved foods. The tags are item specific – do not remove the “WIC Approved Item” part of the tag from the food item description. Contact the State WIC Office for additional sets of the tags.



The shelf tags have been updated with the new Enfamil Prosobee infant formula and a set has been included in this mailing.

# Compliance Investigations

It is a Federal requirement that State WIC programs conduct compliance investigations, including “secret shopper” buys, every year. The number of stores selected for a compliance investigation is determined by the number of authorized retailers a state has on October 1. Usually in Montana, we select 10–15 retailers and conduct compliance investigations on those stores. The selection of retailers varies from year to year and the selection process looks at several factors that may indicate problems with WIC procedures.

The investigations for 2012 have been completed and areas that could use some improvement include:

- Low or no stock on required approved food items
- Failure to use the ID page of the WIC booklet to verify identification and signature. Remember, the ID page of the booklet is the only identification you can request for WIC. You may refuse the sale if the participant does not have the booklet or the signatures do not match.
- Allowing foods that are not listed on the benefit or on the Approved Food List
- Not providing the WIC participant with a transaction receipt
- Inaccurate placement of shelf tags

If your store does on-going training or “spot” training with cashiers, the items listed above would be good topics to cover. Cashiers cannot determine approved foods without using the Food List and all new cashiers need to be trained on WIC redemption procedures. The WIC Retailer Booklet, Training DVD and Guide are helpful tools in the training process and additional copies can be requested from the State WIC office.



Department of Public Health & Human Services

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### Who do you call?

Retailers should contact their Local WIC Agency for concerns regarding complaints and general program questions.

Contact Glade Roos (406-444-2841) at the State WIC office if your store will be changing ownership or you have questions about your contract.

Contact Carrie Reynolds (406-444-4746) at the State WIC office when issues arise with WIC benefits or prices change for WIC approved foods.



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